

CLAIMS

Listing of Claims:

1-6. (Canceled)

7. (Currently amended) A method comprising:

storing markup language content in a server retrieved from a remote location;
downloading the markup language content and configuration data over a wireless network into at least one device having an active screen display, wherein the device is an in-store kiosk, the device to integrate the markup language content with video content being retrieved by a Digital Versatile Disc (DVD) drive within the device;
and

uploading system data periodically from the at least one device to the server.

8. (Original) The method of claim 7, further comprising modifying the markup language content retrieved from the remote location such that the markup language content includes only data content.

9-12. (Canceled)

13. (Currently amended) A server coupled to ~~at least one device~~ a plurality of devices through a network, wherein the plurality of devices are in-store kiosks, the server comprising:

a local directory structure that includes ~~at least one directory~~ a plurality of directories to separate files according to different ones of the plurality of devices and their

physical locations, each of the plurality of directories having at least one file that includes data content, wherein each directory is associated with one of the plurality of devices and a device, the server to transmit the at least one file from ~~the at least one~~ that directory to the associated ~~at least one~~ device;

at least one script to be executed by a processor on the server, the at least one script having commands to retrieve the data content from at least one remote server coupled to the network and to store the data content into one or more of the files ~~at least one file~~; and

a database that includes system data that has been retrieved from the plurality of devices ~~at least one device~~.

14. (Original) The server of claim 13, wherein the data content is markup language text.

15. (Original) The server of claim 13, wherein the at least one script are Common Gateway Interface scripts.

16. (Currently amended) The server of claim 13, wherein ~~the~~ at least one of the plurality of devices ~~device~~ is wirelessly coupled to the network ~~connection~~.

17. (Currently Amended) A system comprising:

~~a device~~ a plurality of devices wirelessly coupled to a network, wherein the plurality of devices are in-store kiosks, each of the ~~device~~ plurality of devices comprising:

a storage memory that includes markup language content;

a Digital Versatile Disc (DVD) drive to accept a DVD, the DVD including video content;

an overlay unit coupled to the storage memory and the DVD drive, the processor to overlay the markup language content onto the video content to form combined content in a single window; and

a video display to display the combined content; and

a server coupled to the ~~device~~ plurality of devices through the network, the server comprising:

a local directory structure that includes ~~at least one directory~~ a plurality of directories to separate files according to different ones of the plurality of devices and their physical locations, each of the plurality of devices having at least one file that includes data content, wherein each directory is associated with one of the plurality of devices and a device, the server to transmit the at least one file from ~~the at least one~~ that directory to the associated ~~at least one device~~;

at least one script to be executed by a processor on the server, the at least one script having commands to retrieve the data content from at least one remote server coupled to the network and to store the data content into the at least one file; and

a database that includes system data that has been retrieved from the at least one device.

18. (Original) The system of claim 17, wherein the markup language content is modified such that the markup language content includes only data content.

19-24. (Canceled)

25. (Currently Amended) A machine-readable medium that provides instructions which, when executed by a machine, cause said machine to perform operations comprising:

storing markup language content in a server retrieved from a remote location;

downloading the markup language content and configuration data over a wireless network into at least one device having an active screen display, wherein the device is an in-store kiosk, the device to integrate the markup language content with video content being retrieved by a Digital Versatile Disc (DVD) drive; and

uploading system data periodically from the at least one device to the server.

26. (Original) The machine-readable medium of claim 25, further comprising modifying the markup language content retrieved from the remote location such that the markup language content includes only data content.

27-29. (Canceled)

30. (Previously Presented) The system of claim 17, wherein the device and server communicate on multiple channels to exchange different types of data.

31. (Previously Presented) The server of claim 13, wherein the server receives purchase data collected from users of the device.

32-39. (Canceled)

40. (New) A system comprising:

a plurality of in-store kiosks, near points of purchases in stores located across different geographic locations, each including,

a wireless network interface coupled to a network,

a multimedia drive having inside physically replaceable multimedia having stored thereon full motion video content,

a storage memory, coupled to the wireless network interface, having stored therein remotely changeable data content that includes markup language content received over the network containing at least questions to collect personal information from users,

an overlay unit coupled to the storage memory and the multimedia drive to overlay the remotely changeable data content onto the full motion video content to form a combined content in a single window,

an active screen to display the combined content,

a keyboard to input data,

buttons alongside the active screen to receive various user inputs, and

a processor coupled to the buttons, the keyboard, and the storage memory;

and

a central server coupled to the plurality of in-store kiosks via the network to periodically receive data uploaded from each of the plurality of in-store kiosks, the central server including,

a local directory structure, storing different data content for transmission to different ones of the plurality of in-store kiosks; and

a database to store the data uploaded from the plurality of in-store kiosks.

41. (New) The system as in claim 40 wherein each of the plurality of in-store kiosks has at least one of a keyboard, a card swipe, a touch screen, a printer, a microphone, and a motion sensor.

42. (New) The system as in claim 40 wherein each of the plurality of in-store kiosks permits two way communication between that in-store kiosk and end-users and the video content and the mark up language combine to provide a responsive, up-to-date, easy-to-use interactive experience with an additional benefit of high-quality full motion video.

43. (New) The system as in claim 42 wherein each of the plurality of in-store kiosks includes a card swipe to receive information off a membership club card of end users, and the video content and the mark up language combined to provide an integrated multimedia product presentation, sales promotion and/or allow for e-commerce transactions for given products of a particular vendor.

44. (New) The system as in claim 40 wherein the plurality of in-store kiosks are dedicated to a given vendor's products or a set of products, permit two way communication between the plurality of in-store kiosks and end-users and the video content and the mark up language include low-bandwidth media concerning latest product information or sales promotion for the products being sold in a given retail store.

45. (New) The system as in claim 40 wherein each of the plurality of in-store kiosks interact with end-users to promote products and move inventories within different stores where each of the plurality of in-store kiosks is correspondingly located and the video

content and the markup language combine to form up-to-date promotional offers and dynamic advertising information for in-store merchandise.

46. (New) A method to distribute information, comprising:

storing markup language content in a plurality of directories, within a local directory structure in a central server, corresponding to a plurality of in-store kiosks;

downloading the markup language content and configuration data via a network from the plurality of directories in the local directory structure of the central server into the corresponding plurality of in-store kiosks, wherein each of the plurality of in-store kiosks has an active screen display and is located near a point of purchase in a different store at a different location;

retrieving video content from a DVD played in a DVD drive in each of the plurality of in-store kiosks; and

integrating the markup language content with the video content using an overlay unit to form dynamic advertising and changeable promotional information content displayed on the active screen of each of the plurality of in-store kiosks.

47. (New) The method as in claim 46 wherein each of the plurality of in-store kiosks also has at least one of a keyboard, a card swipe, a touch screen, a printer, a microphone, and a motion sensor.

48. (New) The system as in claim 46 wherein each of the plurality of in-store kiosks permits two way communication between that in-store kiosk and end-users and the video content and the mark up language combine to provide a responsive, up-to-date, easy-to-use interactive experience with an additional benefit of high-quality full motion video.

49. (New) The system as in claim 48 wherein each of the plurality of in-store kiosks includes a card swipe to receive information off a membership club card of end users, and the video content and the mark up language combined to provide an integrated multimedia product presentation, sales promotion and/or allow for e-commerce transactions for given products of a particular vendor.

50. (New) The system as in claim 46 wherein the plurality of in-store kiosks are dedicated to a given vendor's products or a set of products, permit two way communication between the plurality of in-store kiosks and end-users, and the video content and the mark up language include low-bandwidth media concerning latest product information or sales promotion for the products being sold in a given retail store.

51. (New) The system as in claim 46 wherein each of the plurality of in-store kiosks interact with end-users to promote products and move inventories within different stores where each of the plurality of in-store kiosks is correspondingly located and the video content and the markup language combine to form up-to-date promotional offers and dynamic advertising information for in-store merchandise.

52. (New) A method to collect information, comprising:

storing markup language content in a plurality of directories, with a local directory structure in a central server, corresponding to a plurality of in-store kiosks;

downloading the markup language content and configuration data via a network from the plurality of directories in the local directory structure of the central server into the corresponding plurality of in-store kiosks, wherein each of the plurality of in-store kiosks has an active screen display and is located near a point of purchase in a different store at a different location;

retrieving video content from a DVD played in a DVD drive in each of the plurality of in-store kiosks;

integrating the markup language content with the video content using an overlay unit to form displays on the active screen on each of the plurality of in-store kiosks;

prompting the end users with dynamic, programmed questions after they initiate interaction with each of the plurality of in-store kiosks;

storing responses entered into each of the plurality of in-store kiosks by the end users through at least one of a keyboard, buttons, and microphone;

uploading usage statistics compiled from the end users that are stored in each of the plurality of in-store kiosks to the central server via the network; and

storing the usage statistics uploaded from each of the plurality of in-store kiosks in a central database in the central server for data mining purposes.

53. (New) The method as in claim 52 wherein each of the plurality of in-store kiosks also has at least one of a card swipe, a keyboard, a touch screen, a printer, a microphone and a motion sensor.

54. (New) The system as in claim 52 wherein each of the plurality of in-store kiosks permits two way communication between that in-store kiosk and end-users and the video content and the mark up language combine to include at least multiple-choice type questions for the end-users to provide a responsive, up-to-date, easy-to-use interactive experience with an additional benefit of high-quality full motion video.

55. (New) The system as in claim 54 wherein each of the plurality of in-store kiosks includes a card swipe to receive information off a membership club card of end users, and the video content and the mark up language combined to provide an integrated multimedia product presentation, sales promotion and/or allow for e-commerce transactions for given products of a particular vendor.

56. (New) The method as in claim 52 wherein the plurality of in-store kiosks interact with end-users to promote products and move inventories within different stores where each of the plurality of in-store kiosks is correspondingly located and enable the end-users to make purchase of products directly by uploading such purchase requests to a remote server .

57. (New) An apparatus comprising:
a plurality of devices in different retail stores acting as in-store kiosks to provide
integrated multimedia product and sales promotion presentations, each of
the plurality of devices including,

a network connection to a network,

a multimedia drive having inside physically replaceable multimedia having
stored thereon full motion video content regarding products being
sold in the retail store,

a storage memory, coupled to the network connection, having stored
therein remotely changeable data content received over the network
regarding latest product and sales promotion information for
products being sold in the retail store,

an active screen,

an overlay unit coupled to the multimedia drive, storage memory, and
active screen to combine the full motion video content and the
remotely changeable data content,

a card swipe to receive end-user information from a membership club
card,

a printer, and

a processor coupled to the card swipe, printer, and storage memory; and

a server coupled to each of the plurality of devices through the network to selectively
distribute up-to-date versions of the remotely changeable data based on store specific
needs.